### CHANCE SHOTS

By the Ad Man,

mater puts argument into his ad and questions and some times is consid-Mas it read-by the multitude-in any

000

to fill your space with lengthy, drawn- least a day to compile, so that it does est statements regarding your mer- not require a week in the hands of a chandise. A concise statement, con- newspaper compositor. That's why adtaining food for thought and buying vertising managers for department amenative, is what you must give the stores are an essential, at a good salmader of a mwspaper. The intelligent ary. They also get up the firm's cataremier, and we think our readers are logue, ideas for stationery, etc., and all intelligent, peruses every page to attend to all matters along publicity and the news. He may not read every- lines. thing as carefully as he does some Streets. but the newsy items are always read. Is your ad newsy? ● 0 ●

R requires more than ordinary care to select suitable stock-cuts to be used a your advertisements. Freak cuts are no longer the go. Plain illustra- market. The Columbia river was the attractive and convey some valuable information, when proper text goes late years it has spread northward and with them.

000 Some men will find it more profitable ab hire help to carry out details and keep books, etc., than to do it themserves. It's the big man's place to plan and look after the plans. I once as employers two brothers, both of whom were good salesmen. While only one was a fairly good manager. When I engaged with them, one brothwas around the office most of the tione, doing little good. I advised him to gur on the road to seek new trade. He seemed afraid, especially on account of possible bad debts. Finally, I persuaded him to try it for awhite, going any distance he cared to. His brother took the home territory, and good stead ever since.

000 but you are not getting the best returns from your business at the least east, unless you have system. 000

Some employes are expensive, even help is the cheapest in the end. 000

R seems as if the local interests and certainly should have them at heart, have again missed a big opportunity, this time afforded by the conto be men of more than ordinary intelngence. Consequently they take in everything quickly and are equally walue for Astoria in the future.

000 ever of the daily excursion parties of cess is bound to be yours. conductors who passed through here and had 50 minutes for dinner as Hoefler's, A few carriages or large follow in advertising. Plunge occasouting traps and an experienced guide lonally, if you like, but don't do it, or a committee of representative men, a trip to the mills and to the canneries, a view of the new city hall, small ad is bound to get there. You postoffice and court house (?), and can help it along by an occasional the trick would have been done. A big ad. But an occasional big ad. comparatively small expense, a little without a gertain amount of regular time and who can tell how much good advertising, is never much of a finanmight have resulted from such a cial success. courtesy. It is too late for this occaston. But it's never too late to do to the next time.

United Cigar Stores Co., contain- has completed his engagement at the

Anybody may be able to suggest ing much detail natter. And these Now he would do your advertising people are reported to have made a Better than the other fellow. But few big success of their advertising. Beare able to suggest a plan of adver- cause a man tells you that he reads tising for you, until the other follow only the ads that catch his eye, it isn't has led the way. Imitators or so proven that other ads don't catch couled improvers are all right in cer- somebody's else eye. Some people retrades, but advertising men, gen- quire a barn door to fall on them beerally speaking, are born to lead, and fore they can see a barn. Others can If based on conservative plans, their see a barn at a distance. An ad, to nativing leads to success. It's the imi- pull trade, must be adjusted to the tater who wants everything to stand needs of a business. That's why an out beldly in black type. The origi- experienced ad man asks so many ered an intruder.

A good department store ad, occupy-Tals does not mean that you have ing considerable space, requires at

It may be easy to write ads, but it is no snap to write a pulling ad. 000

For many years a good trade has been done in shipping mild cured saloriginal home of this industry, but of considerable has been done in it by Canada. This spring Victoria, B. C., will take up the industry. Robert Lindenberger of Astoria, Ore., whose firm is one of the largest shippers to the German market, recently visited Victoria and made arrangements to commence curing there this month. Accommodation for freezing the salmon is being obtained at the B. C. Cold Storage building, and from thence the cars will be filled directly and shipped in unbroken cargo to New York for shipment by steamer. The fish used in this method is the large salmon, preferably the spring salmon, as they are larger than the sockeyes.

000

There is still room for one branch of I assumed charge of the office, having the salmon industry which ought to a stenographer-bookkeeper. The fore- make money for an enterprising packman held down the shop. In six er. Put up a good brand of royal chimenths the output was nearly doubled, nook for the family trade, advertise it manufacturers and jobbers at Newark, and leading newspapers in the coun-M. J. The courage stirred up in the try, and create a demand for the elder brother then, has stood him in brand, such as will keep you busy supplying the goods. But the best of it. You can get a fixed price, leaving System is absolutely necessary to a good margin for profit, no matter whaln the best results. You may be whether the goose hangs high or low. what is ordinarily termed successfut, I mean, whether salmon is a-plenty or not.

While the magazines contain plenty of advertisements of eatables, salmon is conspicuous by its absence. There at a nominal salary, while others may is no better way to control the price more than earn their salary by in- and the product than by judicious creased returns and the amount of magazine advertising. When dealers worry they save you. Thus the best know that people will demand a certain label, they are sure to have goods bearing that label, on hand, no matter if the price to the trade is a little which have such matters in charge higher than some un-advertised brand. 000

The firm of C. H. Cooper was showling a very good line of dress goods in vention of the Order of Railway Con. their east window at last accounts. ductors, held in Portland last week, and deserve credit for the excellent Conductors everywhere are conceded judgment shown by their buyer in the selection of these goods.

000 Creative advertising is advertising weady to impart the information which which creates a demand for certain they gain to others with whom they goods. Thus an advertised trade-mark come in contact. Those who have or label encourages the buying of that travelled much know that conductors particular brand of goods, whether are looked upon as a walking infor- that be cigars, beer, silk, salmon or mation bureau, so that a little knowl- anything else. If the selling arguedge of Astoria's industries given ment is in the ad and the goods back them, might have been of considerable it up, success is bound to come. Your firm name is an ever-handy trademark to advertise. You ought to be It would have been easy for the able to back it up with goods, equally chamber of commerce, for instance, to as good. Add the demand-creating or arrange for a two or three hours' stop- selling argument to your ad and suc-

000 Slow-but sure-is a good rule to unless your regular ad is not to suffer on account of the plunge. A steady,

Splendid Entertainment.

The program at the Star this week promises to be one of the most at-Those who have a notion that one tractive ever witnessed. Probably one style of advertising is the only proper of the best teams that has ever apw'vie, should look through some of peared here will be McIntyre, Fletcher the leading magazines and newspap- and McIntyre, the peerless dancers and ers, published in this country. Gen- singers. At every theater in which erally speaking, where men are to be they have appeared they have received reached the ads have more display and an ovation. They have no peers on Bess detail, but when the shoppers are the vaudeville stage. An atheletic exexpected to be of the gentler sex, dis- hibition by Marvelous Russell introplay gives way to detail in nearly ducing the silver cradle will be someevery instance. The same is true thing entirely new and original. The when manufacturers and Jealers wish Brewers, singers, dancers and cake to cater to the younger members of a walkers will introduce many new feasamily. Yet, take the Saturday Even- tures and are certain to become popuker Post of May 6, 1905, and you will lar favorites. Rose Lee, the Chicago and on page 17 a two-column ad of magnet, will appear. Richard Charles

Star and A. J. Ellsworth, a vocalist of prominence, will appear in popular melodies. The Star will present an exceptionally fine bill this week.

Cleared for Action.

Blood poison creeps up towards the heart causing death. J. E. Stearns, Belle Plaine, Minn., writes that a friend, dreadfully injured his hand. friend dreadfully injured his hand, which swelled up like blood polsoning. Bucklen's Arnica Salve drew out the polson, healed the wound, and saved his life. Best in the world for burns and sores. 25c at Chas. Rogers' drug Baby sleeps and grows while mammy rests if Hollister's Rocky Mountain Tea is given. It is the greatest baby medicine ever offered loving mothers. 35 cents, Tea or Tablets, Frank Hart's

Toot! Toot! Toot! Toot! A Hat That's Good And a Hat That's New. That's The Hat For You!!

irug store.

We have Ladies' Hats in BOY WANTED TO WORK IN many styles and at prices to fit any purse. We trim and repair Hats.

### THE FAIR

MRS. A. JALOFF, Prop. EXCLUSIVE MILLINERY Reasonable Prices. STAR THEATER BLDG. ASTORIA.

TO CURE ANY DISEASE.

The Cause Must be Removed, Same Way With Dandruff.

Kill the germ that causes dandruff, falling hair and baldness, you will have no more dandruff, and your hair must grow luxuriantly. Newbro's Herpicide not only contains the dandruff germ destroyer, but it is also a most delightful hair dressing for regular tollet use. No other hair preparation is on this scientific basis of destoying the dandruff germs. It stops all irritation, keeps tha scalp sweet, pure and wholesome. Re- City. member that something claimed to be "just as good," will not do the work of genuine Herpicide. Sold by leading druggists. Send 10c, in stamps for sam-The firm's name is Lewis Bros., candy in the magazines, mail-order journals ple to The Herpicide Co., Detroit, Mich. Eagle Drug Store, 251-153 Bond St., permanent. Address Emil Held, care Owl Drug Store, 549 Com. St., T. F. The Astorian. Laurin, Prop. "Special Agent."

# **PICTURE**

500 Color Pictures of many subjects, some copies of fine paintings. Sold regularly at our store at 10c-our price a copy.....

See the Window.

## . N. GRIFFIN

Show window full of them.

## Headline Week

AT THE

## STAR

All the Latest Attractions From the Best Theaters

Week Beginning May 15.

Matinee Daily at 2:45 P. M.

MeINTIRE, FLETCHER & McIN-TYRE Peerless Singers and dancers

MARVELOUS ROUSELL Perfection of Athletic Grace, in the Silver Cradle

THE BREWERS Singers, dancers, cake walkers imitations from America to the jungles of Africa

> ROSA LEE Chicago Magnet A. J. ELWELL

Pictured Melodies "Bunker Hill"

EDISON'S PROJECTOSCOPE Showing latest Motion Pictures

Admission, Any Seat, 10 cents.

## CLASSIFIED ADVERTISING.

RATES:

First Insertion, One Cen a Word, One Week, Each Line, 30c. Two Weeks, Each Line, 45c. One Month, Each Line, 75c.

#### Astorian Free Want Ads.

Anyone Desiring a Situation can Insert an Advertisement in this Column of Three Lines Two Times Free of Charge.

HELP WANTED.

Wholesale House, Cincinnati, O.

SUTUATIONS WANTED.

BOARD WANTED.

WANTED-BOARD AND ROOM IN

private family by gentleman and

HOUSES WANTED.

WANTED TO RENT - FURNISHED

will take good care of the property,

Address manager Warren Packing Co.,

HOUSE OF 6 OR 8 ROOMS WANT-

ent to center of town; rent reasonable;

ROOMS WANTED.

WANTED-2 OR 3 FURNISHED

rooms for housekeeping in good

eighborhood. Address, Astorian office

FOR RENT-ROOMS.

NICELY FURNISHED ROOM FOR

MISCELLANEOUS.

stables, No. 105 14th St., Wool mo-

FOR SALE-MISCELLANEOUS.

FOR SALE - HIGH COUNTER,

about 8 feet long. Apply at Astor-

capacity; also three 100 capacity

suitable for seining purposes. For

OLD PAPERS FOR SALE AT THIS

EMPLOYMENT OFFICES.

MAX STRAEL & CO., EMPLOYMENT

office, 535 Bond St. Phone Red 2301

All kinds of help furnished on short

ELECTRIC BARBERS.

Electricity in your body is a sign of

health. Electricity applied to any

part of the body will produce health.

With our Electric Radiator we apply

it to the head or face. A shave and

face massage with the new apparatus,

50 cents. Scalp treatment, 25 cents.

Five expert barbers. Porcelain baths.

All at the Occident Barber Shop, Occi-

dent Hotel Bldg., A. E. Peterson, Prop.

particulars apply at this office.

Office; 25c per hundred.

notice. Call or phone.

rent. Inquire at Atsorian office,

TWO HOUSEKEEPING

furnished, 165 10th st.

hair, hides and furs.

Apply to C. H. Callender.

dress A. Asterian Office.

ian office.

ed in good neighborhood. Conveni-

wife H. P. S., Astorian

CALL FOR BIDS.

OFFICE CONSTRUCTING QUAR-WANTED-MEN AND WOMEN TO termaster, Astoria, Ore., May 3, 1905 learn watchmaking, engraving, jeweler's work; only practical working be received at this office until 10 Sealed proposals, in triplicate will school for jewelers; money made o'clock a. m., May 18, 1905, for replanklearning. Seattle Watchmaking & Ening approach to wharf at Fort Cograving school, P. L. Bldg, Scattle. lumbia, Wash. United States reserves the right to reject any or all propos-MEN WANTED AT FORT STEVENS als. Plans can be seen and specifito clear land; \$2 per day. Loren cations obtained at this office. Infor-Seward, Ft Stevens, Ore. mation furnished on application. Envelopes should be marked "Proposals for Repairs" and addressed Captain Goodale, Quartermaster, Astoria, Ore. printing office. Apply at Astorian

OFFICE OF C. Q. M., VANCOUVE Barracks, Wash., April 15, 1905. Senied proposals, in triplicate, will be MANAGER FOR BRANCH OFFICE we wish to locate here in Astoria. received here until 11 o'clock a. m. Address, with references, The Morris May 15, 1905, for furnishing forage and bedding at posts in this department, for the year ending June 30 1906. Information furnished here or by quartermasters at posts. U. S. re-YOUNG LADY WANTS POSITION AS serves the right to reject or accept any or all proposals, or any part thereof. waitress or cashier in hotel or resaurant. Address D T M, Astorian Envelopes containing proposals should be marked "Proposals for forage and bedding at-," addressed F. G. HODGSON, C. Q. M.

DESSOLUTION OF PARTNERSHIP

NOTICE IS HEREBY GIVEN THAT the partnership heretofore existing netween the undersigned, doing business as Kallunki & Anderson, in Aiderbrook, Cedar street, Astoria, Ore. has this day been dissolved by mutual house for the summer, by one who consent. Jacob Anderson retiring from ald firm, and Andrew Kallunki con tinning in the business. All outstanding accounts are due and payable to he said Andrew Kallunki, who will ay and Joes hereby assume all the lebts of said firm existing to this date Dated at Astoria, Ore., May 3, 1905. J. ANDERSON.

A. KALLUNKI.

### BUSINESS DIRECTORY

SINGING.

Voice Culture-

And Singing instructions, Individual or class instructions. Special terms to classes of three pupils, entering together. Private instruction at reasonable rates. MRS. R. E. PASLAY, No. 677 Exchange St., Phone Red 2054.

MILK DEALERS.

STRICT LAWS referring to the purity WANTED-AT GASTON'S FEED of milk are being enforced everywhere. You need hav no fear about the quality of the milk we serve you. It's pure and fresh. Choose either morning or night delivery and get Fresh Milk of THE SLOOP-JEFFERS CO., 10th and Duane streets.

RESTAURANTS.

#### FOR SALE CHEAP-HULL OF THE schooner Webfoot, capacity 400 thousand feet of lumber; tight and sound; suitable for floating wharf or lighter.

depot and eat at THE FLAG OYSTER tific process of beautifying the face. FOR SALE-SECOND-HAND 7 COL-AND CHOP HOUSE. Good meals; umn newspaper outfit; complete exprompt service. Save money, time and cept press; cheap. Inquire at this oftrouble by getting all kinds of fruit lor of Mrs. Martha C. Peterson, Facial and canned goods here for your trip. INCUBATOR FOR SALE-400 EGGS

FIRST-CLASS MEAL

breoders; first-class condition. Adfor 15c; nice cake, coffee," pie, or doughnuts, 5c, at U. S. Restaur-FOR SALE-STEAM TUG IN FIRST-434 Bond St. class condition; terms reasonable;

BEST 15 CENT MEAL. You can always find the best 15-cent meal in the city at the

Rising Sun Restaurant. 612 Commercial St

BROKERAGE.

C. J. TRENCHARD Real Estate, Insurance, Commission and Shipping. CUSTOM HOUSE BROKER. Office 183 Ninth Street, Next to Justice Office.

> ASTORIA, OREGON. WOOD YARDS.

WOOD WOOD WOOD

Cord wood, mill wood, box wood, any kind of wood at lowest prices. Kelly, the transfer man. 'Phone 2211 Black, Barn on Twelfth, opposite opera

REAL ESTATE.

HERMOSA PARK LOTS, THE MOST exclusive property at Seaside, Ore. Facing the Pacific ocean in Oregon's prettiest summer resort, these lots are a good investment at \$150 to \$350 each. Inspection invited. A. Gilbert, Jr., Seaside, Ore.

BILLIARD HALLS.

### Occident Hotel Bar @ Billiard Hall.

Tables New and Everything First Class.

Finest brands of Liquors and Cigars

PROFESSIONAL CARDS.

PHYSICIANS.

JAY TUTTLE, M. D. PHYSICIAN AND SURGEON

Acting Assistant Surgeon U. S. Marine Hospital Service. Moe hours: 10 to 12 a.m. 1 to 4:30 p.m. 477 Commercial Street, 2nd Floor.

OSTEOPATHISTS.

Dr. J. E. Snyder Dr. Ehoda C. Hicks.

OSTEOPATHS. Office Mansell Bld. Phone Black 2085

573 Commercial St., Astoria, Ore. DENTISTS.

DR. T. L. BALL,

DENTIST. 524 Commercial St Astoria, Oreson.

Dr. VAUGHAN,

DENTIST Pythian Building, Astoria, Oregon.

Dr. W. C. LOGAN DENTIST

578 Commercial St., Shanshan Building HOTELS.

BAY VIEW HOTEL E. GLASER, Prop.

Home Cooking, Comfortable Beds, Reasonable Rates and Nice Treatment.

The Tired Traveler is ever happy to find a comfortable stopping place. Where to put up is the

prevalent question after a long jour-

ney. You can solve the problem in Astoria by going to the PARKER HOUSE

le genial host, Mr. T. J. Broom ser, is an experienced hotel man and who on April 1 took charge of this popular hostelry and has inaugurated a new feature to the house by opening the dining room in connection with the hotel and is now able to give his patrons board and lodgings, the best in Astoria, for \$1 and \$1.25 per day. Satisfaction guaranteed.

Rooms at 25, 50, 75 and \$1. Free buss to and from the hotel.

J. T. BROEMSER.

MANICURING.

A PRETTY FACE

is envied by many. Do not grudge others their beauty, while face massage by electricity is to be had at a reason-To Portland or Seaside opposite the able price. It is a painless and scien-Our famous Face Cream and Lotions ald you at your home to obtain excellent results. Call at the Beauty Par-Electrician, Manicuring and Massage. No. 543 Duane St., Astoria.

MEDICAL.



These tiny Capsules are superior to Balsam of Copaiba, Cubebs or Injections and OURE IN 48 HOURS the same diseases with Sold by all Druggin